China / Hong Kong Company Update

Kingdee

Bloomberg: 268 HK Equity | Reuters: 0268.HK

Refer to important disclosures at the end of this report

DBS Group Research . Equity

19 Aug 2022

BUY

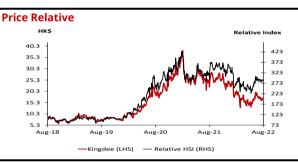
Last Traded Price (18 Aug 2022): HK\$16.34 (HSI: 19,764)
Price Target 12-mth: HK\$26.40 (62% upside) (Prev HK\$29.10)

Analyst

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What's New

- 1H22 cloud services revenue increased 35.5% y-o-y, in line with preliminary results
- Cloud services revenue contribution lifted to 76.4%, up by 10.3ppts y-o-y
- Remain positive about company's long-term growth prospects despite short-term macro headwinds
- Maintain BUY for strong cloud service revenue growth, despite a lower TP of HK\$26.4



Forecasts and Valuation

| FY Dec (RMBm) | 2021A | 2022F | 2023F | 2024F |
|-----------------------------|--------|--------|--------|--------|
| Turnover | 4,174 | 5,108 | 6,398 | 7,905 |
| EBITDA | (42) | (190) | 23 | 243 |
| Pre-tax Profit | (382) | (560) | (366) | (163) |
| Net Profit | (302) | (468) | (306) | (136) |
| Net Profit Gth (Pre-ex) (%) | 9.9 | (54.8) | 34.6 | 55.6 |
| EPS (RMB) | (0.09) | (0.14) | (0.09) | (0.04) |
| EPS (HK\$) | (0.11) | (0.16) | (0.11) | (0.05) |
| EPS Gth (%) | 8.8 | (51.9) | 34.8 | 55.7 |
| Diluted EPS (HK\$) | (0.11) | (0.16) | (0.11) | (0.05) |
| DPS (HK\$) | 0.00 | 0.00 | 0.00 | 0.00 |
| BV Per Share (HK\$) | 2.63 | 2.46 | 2.35 | 2.30 |
| PE (X) | nm | nm | nm | nm |
| P/Cash Flow (X) | 70.1 | 184.7 | 69.7 | 47.9 |
| P/Free CF (X) | nm | nm | nm | 3009.4 |
| EV/EBITDA (X) | nm | nm | 2012.3 | 187.7 |
| Net Div Yield (%) | 0.0 | 0.0 | 0.0 | 0.0 |
| P/Book Value (X) | 6.2 | 6.6 | 6.9 | 7.1 |
| Net Debt/Equity (X) | CASH | CASH | CASH | CASH |
| ROAE(%) | (3.9) | (6.4) | (4.4) | (2.0) |
| Revenue Rev (%): | | (3.4) | (3.8) | New |
| Consensus EPS (RMB) | | (0.09) | (0.04) | 0.04 |
| Other Broker Recs: | | B:38 | S:0 | H:4 |

Source of all data on this page: Company, DBS Bank (Hong Kong) Limited ("DBS HK"), Thomson Reuters

Confident in long-term growth

Investment Thesis

Cloud business has huge long-term potential. IDC expects China's enterprise application SaaS market to deliver a 22% CAGR during 2021-2026F, driven by cloud penetration in the SME market as well as large enterprises.

Domestic substitution for high-end ERP. Thanks to the narrowing technology gap, weakened migration barriers from cloud transformation, and the introduction of data security law, we expect domestic players to have a greater presence in the high-end market.

Subscription model creates higher customer value. The cloud subscription model provides recurring revenue and higher contract value vs. the traditional license model.

Valuation:

Our target price of HK\$26.4 is based on 12x FY23 P/S (previously 15x FY22F P/S). We have applied an upcycle P/S multiple to reflect the promising cloud segment growth.

Where we differ:

We are more positive about cloud revenue growth brought through the cloud subscription model than the market, despite short-term earnings pressure during the cloud transformation period.

Key Risks to Our View:

Slower-than-expected cloud adoption. Any slowdown in cloud adoption by enterprises would lead to a deterioration of revenue and earnings.

Intensified competition. Cloud service revenue depends on the number of customers and the customer retention ratio. Intensified competition between market players would increase the customer acquisition costs and churn rate.

At A Glance

| Issued Capital (m shrs) | 3,472 |
|--|----------------|
| Mkt Cap (HKm/US\$m) | 56,732 / 7,232 |
| Major Shareholders (%) | |
| Xu (Shao Chun) | 20.2 |
| Capital Research Global Investors | 6.9 |
| Free Float (%) | 72.9 |
| 3m Avg. Daily Val. (US\$m) | 24.58 |
| GICS Industry: Information Technology / Software & Service | es es |







WHAT'S NEW

1H22 results in line; long-term prospects intact despite short-term macro headwinds

1H22 results highlights

Revenue grew by 17.3% y-o-y to Rmb2,197m in 1H22, driven by 35.5% y-o-y expansion in cloud service revenue to Rmb1,677m. Cloud service revenue contributed 76.4% of total revenue in 1H22, up by 10.3ppts y-o-y. Subscription annual recurring revenue (ARR) and subscription-related contract liabilities surged 46.5% and 56% y-o-y, respectively. Revenue from ERP and other businesses decreased by 18.1% y-o-y.

Revenue from Kingdee Cloud Cosmic and Constellation increased 77.6% y-o-y to Rmb284m and dollar retention ratio remained stable at 100%. 476 customers were signed in 1H22, including 194 new customers, such as Shandong Heavy Industry, China General Technology Group, Minmetals International and etc. Cosmic and Constellation have helped 122 enterprises to complete localisation substitution.

Revenue from Kingdee Cloud Galaxy increased 16.1% y-o-y to Rmb786m, with stable dollar retention ratio of 89%. Subscription ARR for Kingdee Cloud Galaxy expanded by 53% y-o-y. Kingdee Cloud Galaxy signed more than 300 national and provincial novel elites of SMEs in 1H22, including DONG FANG ZHEN XUAN, Zhoushan Boeing, Shanghai Mabwell and etc. Operating margin for Kingdee Cloud Galaxy was 20%+.

Gross profit increased by 13.3% y-o-y to Rmb1,331m, with gross margin declining 2.1ppts to 60.6% due to increasing implementation costs from large enterprise model projects. Operating loss for cloud service rose by 18.8% y-o-y to Rmb515m.

Net loss expanded by 43.7% y-o-y to Rmb356m due to rising R&D expenses as well as the lower project delivery efficiency, owing to the COVID-19 resurgence in China. No interim dividend was proposed in 1H22, the same as last year.

Outlook

Going forward, the company has reiterated its subscription ARR growth target at a 50% CAGR in FY21-23, supported by favourable national policies for enterprise digitalisation and new product launches. The strong growth in ARR and subscription-related contract liabilities underpin promising

cloud services revenue growth in the future. The overall profitability would gradually improve with the increasing operating margin from the cloud segment.

National policies are supportive of enterprise digital transformations. In Mar 2022, the State-owned Assets Supervision and Administration Commission (SASAC) issued the Guiding Opinions on Accelerating the Construction of a World-class Financial Management System by Chinese Central State-owned Enterprises (關於中央企業加快建設世界 一流財務管理體系的指導意見). We expect it to accelerate the digitalisation of central state-owned enterprises and increase Kingdee's penetration in the large enterprise market. In Aug 2022, the Ministry of Industry and Information Technology (MIIT) and the Ministry of Finance iointly issued the *Notice on Implementing Pilot Work of* Financial Support for the Digital Transformation of Small and Medium-sized Enterprises (關於開展財政支持中小企業數字化 轉型試點工作的通知). The financial support will boost the digitalisation of SMEs amid the macro headwinds in China.

In May 2022, Kingdee officially launched its blockbuster HR SaaS product, Kingdee Cloud Constellation HR Cloud. The Constellation HR Cloud is built on Kingdee's Cosmic PaaS platform with Huawei as a prototype customer. Leveraging on Huawei's global HRM practice, the Constellation HR cloud would benefit Kingdee in the domestic HR SaaS field.

We cut our revenue estimates by 3% and 4%, respectively, for FY22 and FY23 to factor in impact from the macro headwinds in China. We forecast revenue to grow by 22%, 25%, and 24% for FY22, FY23, and FY24, respectively. We maintain BUY for Kingdee for its promising long-term growth prospects despite short-term macro headwinds. Our TP of HK\$26.4 is based on 12x FY23 P/S (previously 15x FY22 P/S).

Company Background

Kingdee is the second largest Chinese provider of ERP software in China with a focus on small and medium-sized enterprises.



Historical PS and PB band

Forward PS band (x) X 30 25 +2SD: 19.1x 20 +1SD: 14.9x 15 Avg: 10.7x 10 -1SD: 6.5x 5 -2SD: 2.3x 0 Mar-19 Mar-20 Mar-21 Mar-22

PB band (x)

(x)

13.6

9.6

7.6

-1.5d: 4.23x

1.6

Aug-18

Aug-19

Aug-20

Aug-21

Source: Thomson Reuters, DBS HK





Key Assumptions

| FY Dec | 2020A | 2021A | 2022F | 2023F | 2024F |
|---|--------|--------|--------|-------|-------|
| ERP revenue growth | (28.2) | (2.0) | (12.0) | (8.0) | (6.0) |
| Cloud service revenue growth | 45.6 | 44.2 | 40.0 | 36.0 | 30.0 |
| Operating profit margin Source: Company, DBS HK | (12.5) | (11.3) | (12.0) | (6.4) | (2.6) |

Segmental Breakdown (RMB m)

| FY Dec | 2020A | 2021A | 2022F | 2023F | 2024F |
|---|-------|-------|-------|-------|-------|
| Revenues (RMB m) | | | | | |
| Management Software business and Others | 1,444 | 1,416 | 1,246 | 1,146 | 1,077 |
| Cloud services | 1,912 | 2,758 | 3,862 | 5,252 | 6,828 |
| Total | 3,356 | 4,174 | 5,108 | 6,398 | 7,905 |

Source: Company, DBS HK

Income Statement (RMB m)

| FY Dec | 2020A | 2021A | 2022F | 2023F | 2024F |
|---------------------------|-----------|---------|---------|---------|---------|
| Revenue | 3,356 | 4,174 | 5,108 | 6,398 | 7,905 |
| Cost of Goods Sold | (1,147) | (1,541) | (1,992) | (2,367) | (2,767) |
| Gross Profit | 2,209 | 2,634 | 3,116 | 4,031 | 5,138 |
| Other Opng (Exp)/Inc | (2,823) | (3,392) | (4,045) | (4,757) | (5,622) |
| Operating Profit | (614) | (758) | (929) | (726) | (484) |
| Other Non Opg (Exp)/Inc | 198 | 291 | 319 | 319 | 283 |
| Associates & JV Inc | (3) | 8 | 5 | 5 | 5 |
| Net Interest (Exp)/Inc | 36 | 76 | 45 | 36 | 33 |
| Dividend Income | 0 | 0 | 0 | 0 | 0 |
| Exceptional Gain/(Loss) | 0 | 0 | 0 | 0 | 0 |
| Pre-tax Profit | (383) | (382) | (560) | (366) | (163) |
| Tax | 41 | 44 | 67 | 44 | 20 |
| Minority Interest | 6 | 36 | 25 | 16 | 7 |
| Preference Dividend | 0 | 0 | 0 | 0 | 0 |
| Net Profit | (335) | (302) | (468) | (306) | (136) |
| Net Profit before Except. | (335) | (302) | (468) | (306) | (136) |
| EBITDA | 75 | (42) | (190) | 23 | 243 |
| Growth | | | | | |
| Revenue Gth (%) | 0.9 | 24.4 | 22.4 | 25.3 | 23.6 |
| EBITDA Gth (%) | (91.5) | N/A | (355.9) | N/A | 972.6 |
| Opg Profit Gth (%) | (1,194.6) | 23.6 | 22.5 | (21.9) | (33.3) |
| Net Profit Gth (%) | N/A | 9.9 | (54.8) | 34.6 | 55.6 |
| Margins & Ratio | | | | | |
| Gross Margins (%) | 65.8 | 63.1 | 61.0 | 63.0 | 65.0 |
| Opg Profit Margin (%) | (18.3) | (18.2) | (18.2) | (11.3) | (6.1) |
| Net Profit Margin (%) | (10.0) | (7.2) | (9.2) | (4.8) | (1.7) |
| ROAE (%) | (4.9) | (3.9) | (6.4) | (4.4) | (2.0) |
| ROA (%) | (3.5) | (2.8) | (4.2) | (2.7) | (1.2) |
| ROCE (%) | (8.3) | (9.3) | (12.0) | (9.9) | (6.8) |
| Div Payout Ratio (%) | N/A | N/A | N/A | N/A | N/A |
| Net Interest Cover (x) | NM | NM | NM | NM | NM |
| Source: Company, DBS HK | | | | | |
| | | | | | |





Interim Income Statement (RMB m)

| FY Dec | 1H2020 | 2H2020 | 1H2021 | 2H2021 | 1H2022 |
|---|------------|---------|---------|---------|---------|
| | | | | | |
| Revenue | 1,387 | 1,969 | 1,872 | 2,302 | 2,197 |
| Cost of Goods Sold | (363) | (785) | (698) | (842) | (866) |
| Gross Profit | 1,025 | 1,184 | 1,174 | 1,459 | 1,331 |
| Other Oper. (Exp)/Inc | (1,408) | (1,415) | (1,720) | (1,671) | (1,982) |
| Operating Profit | (383) | (231) | (546) | (212) | (651) |
| Other Non Opg (Exp)/Inc | 129 | 69 | 191 | 100 | 198 |
| Associates & JV Inc | (2) | (1) | 7 | 1 | 4 |
| Net Interest (Exp)/Inc | 5 | 31 | 22 | 54 | 48 |
| Exceptional Gain/(Loss) | 0 | 0 | 0 | 0 | 0 |
| Pre-tax Profit | (251) | (132) | (325) | (57) | (402) |
| Tax | 9 | 32 | 39 | 5 | 13 |
| Minority Interest | 18 | (11) | 38 | (2) | 32 |
| Net Profit | (224) | (111) | (248) | (54) | (356) |
| Net profit bef Except. | (224) | (111) | (248) | (54) | (356) |
| Growth | | | | | |
| Revenue Gth (%) | (6.6) | 7.0 | 35.0 | 16.9 | 17.3 |
| Opg Profit Gth (%) | (20,905.1) | (525.3) | 42.6 | (8.0) | 19.3 |
| Net Profit Gth (%) | N/A | N/A | (10.8) | 51.4 | (43.7) |
| Marging | | | | | |
| Margins Gross Margins (%) | 73.9 | 60.2 | 62.7 | 63.4 | 60.6 |
| Opg Profit Margins (%) | (27.6) | (11.7) | (29.2) | (9.2) | (29.6) |
| | , , | , , | , , | , , | , , |
| Net Profit Margins (%) Source: Company, DBS HK | (16.1) | (5.7) | (13.3) | (2.4) | (16.2) |

Balance Sheet (RMB m)

| FY Dec | 2020A | 2021A | 2022F | 2023F | 2024F |
|--|---|---|--|---|---|
| | | | | | |
| Net Fixed Assets | 746 | 1,045 | 1,232 | 1,430 | 1,638 |
| Invts in Associates & JVs | 403 | 393 | 393 | 393 | 393 |
| Other LT Assets | 3,389 | 5,178 | 5,357 | 5,606 | 5,937 |
| Cash & ST Invts | 4,017 | 2,422 | 1,961 | 1,814 | 1,872 |
| Inventory | 19 | 30 | 35 | 39 | 43 |
| Debtors | 334 | 392 | 412 | 432 | 454 |
| Other Current Assets | 1,814 | 1,626 | 1,626 | 1,626 | 1,626 |
| Total Assets | 10,722 | 11,087 | 11,016 | 11,340 | 11,964 |
| | | | | | |
| ST Debt | 120 | 0 | 0 | 0 | 0 |
| Creditors | 795 | 759 | 721 | 685 | 651 |
| Other Current Liab | 1,684 | 2,324 | 2,803 | 3,467 | 4,243 |
| LT Debt | 0 | 0 | 5 | 0 | 0 |
| Other LT Liabilities | 165 | 200 | 177 | 200 | 225 |
| Shareholder's Equity | 7,790 | 7,596 | 7,128 | 6,822 | 6,687 |
| Minority Interests | 169 | 207 | 182 | 166 | 159 |
| Total Cap. & Liab. | 10,722 | 11,087 | 11,016 | 11,340 | 11,964 |
| Non Cash Wka Canital | (212) | (1.025) | (1 451) | (2.05.4) | (2.770) |
| Non-Cash Wkg. Capital Net Cash/(Debt) | (312) 3,897 | (1,035) 2,422 | (1,451) 1,956 | (2,054) 1,814 | (2,770) 1,872 |
| Debtors Turn (avg days) | 34.9 | 31.7 | 28.7 | 24.1 | 20.5 |
| | | | | | |
| | 1)1)/1/2 | 10/1 | 125.6 | | |
| Creditors Turn (avg days) | 224.3 | 184.1 | 135.6 | 108.4 | 88.1 |
| Inventory Turn (avg days) | 4.2 | 5.8 | 6.0 | 5.7 | 5.4 |
| Inventory Turn (avg days) Asset Turnover (x) | 4.2 0.4 | 5.8 0.4 | 6.0 0.5 | 5.7 0.6 | 5.4 0.7 |
| Inventory Turn (avg days) Asset Turnover (x) Current Ratio (x) | 4.2 0.4 2.4 | 5.8 0.4 1.4 | 6.0 0.5 1.1 | 5.7 0.6 0.9 | 5.4 0.7 0.8 |
| Inventory Turn (avg days) Asset Turnover (x) Current Ratio (x) Quick Ratio (x) | 4.2 0.4 2.4 1.7 | 5.8 0.4 1.4 0.9 | 6.0 0.5 1.1 0.7 | 5.7 0.6 0.9 0.5 | 5.4 0.7 0.8 0.5 |
| Inventory Turn (avg days) Asset Turnover (x) Current Ratio (x) Quick Ratio (x) Net Debt/Equity (X) | 4.2 0.4 2.4 1.7 CASH | 5.8 0.4 1.4 0.9 CASH | 6.0 0.5 1.1 0.7 CASH | 5.7 0.6 0.9 0.5 CASH | 5.4 0.7 0.8 0.5 CASH |
| Inventory Turn (avg days) Asset Turnover (x) Current Ratio (x) Quick Ratio (x) Net Debt/Equity (X) Net Debt/Equity ex MI (X) | 4.2 0.4 2.4 1.7 CASH CASH | 5.8 0.4 1.4 0.9 CASH CASH | 6.0 0.5 1.1 0.7 CASH CASH | 5.7 0.6 0.9 0.5 CASH CASH | 5.4 0.7 0.8 0.5 CASH CASH |
| Inventory Turn (avg days) Asset Turnover (x) Current Ratio (x) Quick Ratio (x) Net Debt/Equity (X) Net Debt/Equity ex MI (X) Capex to Debt (%) | 4.2 0.4 2.4 1.7 CASH CASH 294.1 | 5.8 0.4 1.4 0.9 CASH CASH N/A | 6.0 0.5 1.1 0.7 CASH CASH 15,519.4 | 5.7 0.6 0.9 0.5 CASH CASH N/A | 5.4 0.7 0.8 0.5 CASH CASH N/A |
| Inventory Turn (avg days) Asset Turnover (x) Current Ratio (x) Quick Ratio (x) Net Debt/Equity (X) Net Debt/Equity ex MI (X) | 4.2 0.4 2.4 1.7 CASH CASH | 5.8 0.4 1.4 0.9 CASH CASH | 6.0 0.5 1.1 0.7 CASH CASH | 5.7 0.6 0.9 0.5 CASH CASH | 5.4 0.7 0.8 0.5 CASH CASH |



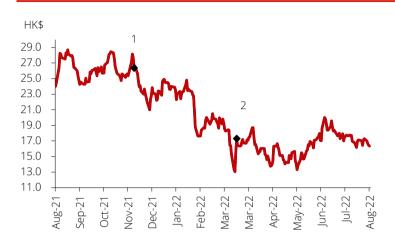
Cash Flow Statement (RMB m)

| FY Dec | 2020A | 2021A | 2022F | 2023F | 2024F |
|--------------------------------|---------|---------|--------|--------|-------|
| | | | | | |
| Pre-Tax Profit | (383) | (382) | (560) | (366) | (163) |
| Dep. & Amort. | 513 | 432 | 449 | 425 | 439 |
| Tax Paid | (14) | (7) | 44 | 67 | 44 |
| Assoc. & JV Inc/(loss) | 3 | (8) | (5) | (5) | (5) |
| (Pft)/ Loss on disposal of FAs | (36) | 11 | 0 | 0 | 0 |
| Chg in Wkg.Cap. | 364 | 560 | 416 | 603 | 716 |
| Other Operating CF | 26 | 55 | (88) | (45) | (42) |
| Net Operating CF | 473 | 661 | 256 | 679 | 990 |
| Capital Exp.(net) | (353) | (772) | (776) | (866) | (974) |
| Other Invts.(net) | (500) | (39) | 0 | 0 | 0 |
| Invts in Assoc. & JV | (133) | 0 | 0 | 0 | 0 |
| Div from Assoc & JV | 0 | 0 | 0 | 0 | 0 |
| Other Investing CF | (506) | (394) | 54 | 45 | 42 |
| Net Investing CF | (1,491) | (1,205) | (722) | (821) | (932) |
| Div Paid | (37) | 0 | 0 | 0 | 0 |
| Chg in Gross Debt | (80) | (120) | 5 | (5) | 0 |
| Capital Issues | 2,132 | 9 | 0 | 0 | 0 |
| Other Financing CF | (50) | (33) | 0 | 0 | 0 |
| Net Financing CF | 1,966 | (144) | 5 | (5) | 0 |
| Currency Adjustments | (93) | (19) | 0 | 0 | 0 |
| Chg in Cash | 855 | (707) | (461) | (147) | 58 |
| Opg CFPS (RMB) | 0.03 | 0.03 | (0.05) | 0.02 | 0.08 |
| Free CFPS (RMB) | 0.04 | (0.03) | (0.16) | (0.06) | 0.00 |

Source: Company, DBS HK



Target Price & Ratings History



| S.N | o. Date | Closing Price | 12-mth Target Price | Rating |
|-----|-----------|------------------|---------------------------|--------|
| 1: | 18-Nov-21 | HK\$27.70 | HK\$36.20 | Buy |
| 2: | 17-Mar-22 | HK\$15.62 | HK\$29.10 | Buy |

Source: DBS HK

Analyst: Tsz Wang Tam

Harry Zhuang

Kingdee



DBS HK recommendations are based on an Absolute Total Return* Rating system, defined as follows:

STRONG BUY (>20% total return over the next 3 months, with identifiable share price catalysts within this time frame)

BUY (>15% total return over the next 12 months for small caps, >10% for large caps)

HOLD (-10% to +15% total return over the next 12 months for small caps, -10% to +10% for large caps)

FULLY VALUED (negative total return, i.e., > -10% over the next 12 months)

SELL (negative total return of > -20% over the next 3 months, with identifiable share price catalysts within this time frame)

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Sources for all charts and tables are DBS HK unless otherwise specified.

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^{*}Share price appreciation + dividends



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